

SAFEPAD™

reusable & antimicrobial sanitary pads



BAADI GOOB
Connecting the Dots



SAFE PAD™



Real Relief

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THE FORWARD



Dr. Sadiyo Siad,

Chancellor of Hano Academy & Founder of Hano Group

Sadiyo Siad

The people of Somalia continue to face debilitating natural and man-made challenges such as draught, famine, economic hardships, insecurity, political instability and civil strife. Ancient traditional practices widely practiced in Africa and the Middle East continue to hinder progress and development for women. These include Female Genital-Mutilation (FGM), a pre-modern pharaonic practice borrowed from Egypt. Moreover, absence of local solutions to prevailing social and economic challenges stem from lack of healthcare and literacy skills training and inability to access startup finance.

The most disadvantaged sectors of society have traditionally been women and youth. For instance, I have been a survivor myself and gained strength from these traumatic experiences. Later on and as a practitioner, I set out to create platforms for transformation and empowerment. Together with like-minded trailblazers, we set up a consortium of business concepts, educational and skills development platforms cutting across different market spheres in Somalia and specifically focusing on most impacting sector of the society.

These entities include:

Skills & Educational Platforms

We have **Hano Academy** which is academic progression and polytechnic academy that offers;

- (1) Technical and vocational education training (TVET);
- (2) Job creation, entrepreneurship and employment opportunities through Hano Social Innovation Hub;
- (3) Personal and professional development training programs;
- (4) Safeguarding Somali Literature and Cultural Heritage through Hano Cultural Heritage Hub;
- (5) Conducting both academic and industry-based research for companies, organizations, institutions and individuals through Hano Research and Consultancy Firm;
- (6) Providing distance learning solutions through **eLearningX** and
- (7) Providing STEM education & skills to capitalize on opportunities in Science, Technology, Engineering and Mathematics through **Somali STEM Society**.

Social Enterprise Initiatives

We have social enterprises working on e-commerce, supply chain and business development services (BDS) under **BaadiGoob**, recruitment and job market solutions under **Khibrad Recruitment Agency**, and modern solutions in construction using ecologically and environmentally viable technologies for construction under **Bulsho Eco-Construction** among others.

Maan-Maal: The Somali Leapfrog Foundry for Innovative Business Ideas

We run an incubator & accelerator program for creative entrepreneurs and inventors invited to pitch their revolutionary ideas to a team of judges who assess the ideas based on their viability and impact. Successful candidates are then taken through rigorous boot-camp training with top-notch mentors and coaches to sharpen their ideas which are funded for implementation.

This initiative is managed by our Hedge Fund Company under the name of Tijaaro Investment Fund.

In addition to this, we have developed an elaborate network of local and international entities working around similar thematic area for empowerment and transforming society through impact investment and interventions. This SafePad product catalogue illustrates one of these partnerships where **BaadiGoob** has partnered with **RealRelief**, a Danish company providing revolutionary sanitary pads solution for us to manufacture locally to support women & youth by creating employment opportunities for vulnerable sections of society. Welcome to partner with us on this auspicious venture to change the world!

THE PRODUCT



Safepad™ is a product of **RealRelief** which is an award winning company based in Denmark. It is a **reusable** sanitary pad designed to provide a safe and infection-free experience.

The product has the following design qualities:

- Antimicrobial
- High Absorbency
- No irritation
- Reusable
- Comfortable

These four qualities of the product are critical for the welfare and safety of women using this product but more so for survivors of Female Genital Mutilation (FGM) who are the targeted beneficiaries.

Safepad™ is a Danish product locally manufactured in Somalia for the benefit of Somali women and youth.

THE TECHNOLOGY

The technology employed for this product is borne from years of research and innovation where it is defined by the following technological innovations:



- Safepad™ has a permanently bonded **anti-microbial** property that continuously kills pathogen (bacteria, fungi, microbes) on contact.
- The antimicrobial shield is permanently bonded to the fabric. It does not deteriorate over time, nor does it liberate harmful chemicals.
- Safepad™ as a product, **does not** contain antibiotics.
- The antimicrobial fabric along with a highly absorbent material provides a comfortable and hygienic experience for the users.



Demo video of this technology can be found at <https://bit.ly/3E5Gilt>

THE UNIQUENESS



This product is unique both in its design and quality with the following key distinguishing features:

- **Absorption**

Super Daypad can absorb approximately **10 ml** without leaking.

Long Nightpad can absorb approximately **15 ml** without leaking.

- **Comfort**

Safepad™ is made of a soft, durable and breathable fabric that offers protection and comfort

- **Environmental friendliness**

Safepad™ is re-usable and can be re-cycled. It's' an investment that will save you money in the long run.

THE LOCAL PRODUCTION



- Safepad™ will be locally manufactured in Mogadishu, Somalia.
- In a B2B **partnership** with RealRelief, BaadiGoob has acquired rights for local production of Safepad™ in Somalia at our innovation hub in Mogadishu.
- Our innovation hub gives **employment** to **local Somali youths** who undergo our various trainings at Hano Academy.
- Our facility has **modern** production equipment with professional technicians leading the production processes.
- Our local production capacity is **1500** pads per day working at full scale.

THE BENEFITS OF LOCAL PRODUCTION

There are number of proven benefits for this product and its local production. Some of these benefits include the following:

- Livelihood and empowerment for women and youths.
- Local production ensures sustainable growth of local supply chain.
- Local production ensures involvement and capacity building through training and apprenticeship.
- Local production helps in the stimulation of economic growth in Somalia and the region.
- Local production targets specific engagement of survivors of Female Genital Mutilation (FGM) in Somalia both in production and usage.

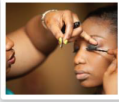


THE PARTNERSHIP

Find Freelancers (FreelancerGoob)



Construction & Renewable Energy



Hair & Beauty



Catering, House Keeping



Journalist, Writer, Interpreter/Translator



Teaching & Tutoring



Multimedia



Other Professionals



Sportsmen For Hiring



This partnership brings together two inspiring brands; one in Denmark and another in Somalia for a truly remarkable cause.

BaadiGoob

BaadiGoob is a social business registered in 2017 in Somalia with a digital e-commerce function that creates profitable market for local small scale and medium size entrepreneurs selling products grown or made locally on one hand and business development services (BDS) on the other hand.

Under our business development arm, BaadiGoob has a profile of highly qualified professional experts in different fields including hospitality, craftsmanship, tailoring, teaching, training and development among other fields.

BaadiGoob works to support local businesses in promoting the production of local products and goods by local communities trading in such products to commercialize their businesses.

RealRelief

RealRelief is a Danish company based in Denmark whose innovative products have revolutionized societies locally and abroad. Some of the company's renowned achievements include:

- Supply and innovation for the humanitarian sector for 2 decades
- Social enterprise approach
- Putting Menstrual Health Management on the global agenda
- Danish Design Award 2018
- Power Together Award 2019
- Long Term Agreement holder with several UN organisations including UNHCR and UNICEF

Menstruation matters to everyone, everywhere



ALL WOMEN AND GIRLS SHOULD BE ABLE TO MANAGE THEIR MENSTRUATION HYGIENICALLY, SAFELY, IN PRIVACY AND WITH DIGNITY.



Good menstrual hygiene management (MHM) requires the following:



Additional systemic factors that impact good menstrual hygiene management (MHM):

MENSTRUATION MATTERS TO ACHIEVE THE SDGs

While there is no specific goal or indicator for MHM, menstruation matters to the following goals:

Goal 3



Ensure healthy lives and promote well-being for all at all ages.

FACT **ASK**



If women and girls lack access to affordable and hygienic menstrual products, they often use old rags, cloth or other unhygienic materials. This leads to an increased incidence of reproductive tract infections (RTIs).

Include menstrual hygiene management as a critical component of reproductive health and an important entry point for adolescent sexual and reproductive health programming.

Goal 4



Ensure inclusive and equitable quality education and promote life-long learning opportunities for all.

FACT **ASK**

41%

Girls in developing countries miss up to 5 days of school/month when they menstruate. In a study from Nepal 41% girls reported missing school during their menstruation.

Provide factual information on MHM and puberty as part of the school curriculum. Build the capacities of teachers to teach about these issues with comfort.

Goal 5



Achieve gender equality and empower all women and girls.

FACT **ASK**



Taboos and myths related to menstruation often portray women and girls as inferior to men and boys.

Ensure that women and girls can manage their menstruation with normalcy and in dignity. Break down taboos and build positive social norms around menstruation.

Goal 6



Ensure availability and sustainability of water and sanitation by all.

FACT **ASK**

2.4 billion

people lack access to improved sanitation facilities. Women and girls are particularly affected by the lack, and when facilities do not ensure privacy and hygiene.

To manage menstruation in privacy and dignity, women and girls need water and sanitation facilities that are safe, socially and culturally acceptable, and where they can safely dispose of menstrual products.

Goal 8



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

FACT **ASK**



Female Bangladeshi factory workers use contraceptive pills to stop their menstruation and to thereby avoid having to manage menstruation in inadequate toilet facilities and stop work.

Menstruation should not limit women's ability to work. Ensure that employers provide adequate sanitation facilities at workplace, including water, soap for washing and disposal.

Goal 12



Ensure sustainable consumption and production patterns.

FACT **ASK**

25%

A research from Ethiopia showed that 25% of girls both in rural and urban settings do not use any menstrual products. Commercial menstrual health supplies are made more expensive by import and sales taxes, effectively taxing women for their physiology.

Encourage policies and quality standards that promote safe and affordable options and dynamic markets for menstrual products. Promotion of sustainable, environmentally-friendly menstrual products and their disposal.

MAKE MENSTRUATION MATTER TO THE SDGs, TO YOUR COUNTRY AND YOUR PROGRAMMES!



28 May
**MENSTRUAL
HYGIENE DAY**



WASH United

THE CLARION CALL



The production of Safepad™ locally in Somalia is not only an issue of supporting local economic growth but also **vital advocacy** and **campaign** for women empowerment and support for sexual reproductive health rights (SRHR) through women-led solutions for local problems.

IMPACT OF PRODUCTION

A production order of **30,000** Safepad™ units, is able to give **employment** opportunities for at least **30** women and youths engaged for a month to earn a decent living as part of our empowerment contributions to society

IMPACT ON CAPACITY BUILDING

A production order of **120,000** Safepad™ units is able to provide opportunities for apprenticeship and training for **170** unemployed women and youth earning them **hands-on skills** in tailoring for **self-empowerment** and potential employment under this program.

We welcome you to be part of this opportunity to touch lives and impact society
—working together for a better world!

THE IMPACT

Creation of opportunities for vulnerable communities in need of support is an important part of what we do as a social enterprise. Our motivation is informed by our deep belief in the fact that when you provide platforms for people to be self-empowered, you change an entire generation and community at large.

In this regard, we have trained over 23,200 beneficiaries through our various educational programs under Hano Academy some of whom have transitioned into running own initiatives that provides for their daily bread while at the same time providing employment opportunities for additional youths and women under their grassroots initiatives.

For instance, we feature here the transformative story of Rahmo Mohamed Tabit, who is a mother of 8 children in Mogadishu and an IDP living under very difficult conditions. She was a beneficiary of our tailoring master class at Hano Academy in 2018 where she was for three months trained on tailoring. Through our social support initiatives, she among other beneficiaries were given business startup tools including sewing machines and materials to start their businesses. At the height of COVID-19 pandemic, Rahmo was among the beneficiaries invited to work with us in producing face masks for four months. During this time, they would get a stipend to supplement their livelihoods and further their skills in tailoring.

From a timid woman burdened with the responsibilities of managing a family, Rahmo has become not only empowered to financially support her 8 children, she is also able to support her extended family from her income. She is one of our most resourceful tailors at BadiGoob where among the products they we produce is SafePads.

We are encouraged and deeply excited about stories of personal transformation we are creating within our society for women like Rahmo. With regards to the support she received from our initiatives she says, "I feel privileged and deeply thankful for being part of the BaadiGoob team. I am now able to support myself and my children through the skills that I have acquired from Hano Academy first, and the employment opportunity from BaadiGoob. This has transformed my life. Thank you very much". Rahmo Mohamed Tabit

Thank You!



SAFEPAD™



RealRelief

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